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FEIJOA SELLOWIANA



PINEAPPLE GUAVA

THE NEW COMMERCIAL FRUIT

IN GROWTH and character the Feijoa (pronounced, according to the Century Dictionary, Fay-zho-a, accenting the middle syllable) much resembles the common guavas. It is, in fact, closely related to the guavas, all being members of the natural order Myrtaceae, or myrtle family. The plant grows to an ultimate height of eight or ten feet, making a very ornamental shrub, with brilliant and attractive flowers, silvery white in color, with a tuft of crimson stamens tipped with golden anthers. The foliage is of a pleasing combination, glossy green above and silvery white beneath. Planted as a hedge or border it combines utility with beauty.

The fruits are about the size and shape of a hen's egg, green in color, with sometimes a touch of crimson on the cheek. Next to the skin is a layer of granular flesh, which surrounds a quantity of white, translucent melting pulp, in which the seeds are embedded. The fruit is one of the most delicious imaginable, combining the flavors of pineapple, raspberry and banana. This flavor combined with the aromatic odor which the fruits possess, is sure to be a winning combination. The seeds are from thirty to fifty in number, and so small that they cannot be felt in the mouth, being in fact no larger than strawberry or fig seeds.

The fruit is commonly eaten out of hand, but it can be cooked in almost any way, crystallized, made into jams or jellies, or prepared in numerous other forms, in any of which it is delicious.

The season of ripening is from November to January. The fruits keep for a remarkable length of time, and can be shipped to any part of the country in perfect condition.

The culture of the plant is simple. While frequent irrigation during the dry season greatly encourages growth, the Feijoa is a great drought resister. One of the original plants introduced from France ten years ago, growing on Dr. Franceschi's place at Santa Barbara, has never had a drop of water except from the skies, and yet has made a good growth and is bearing regularly. The plants usually come into bearing the third or fourth year from the seed.

While native to southern Brazil and Uruguay, it has proved hardy wherever tried in California, standing without harm a temperature as low as 10° above zero. The area in which it can be grown in this country is a large one, and the question of hardiness, always an important one with introductions from tropical countries, is satisfactorily disposed of. It has been

grown in California for ten years, and has thoroughly proved its adaptability to the climate in every respect.

 We strongly recommend the Feijoa for trial in any location in the United States where the temperature does not fall below 10°.

Our stock is grown from selected fruits from the best bearing trees in southern France, where the Feijoa has been cultivated for 20 years and superior forms have originated. Price, field grown, 2 to 3 feet, \$1.00 each. By the hundred 75 cents each. May be shipped with bare roots packed in moss by express. Pot grown, 12 to 18 inches, by mail post-paid, 60 cents each. By express, charges collect, 50 cents each; by the hundred, 35 cents each.

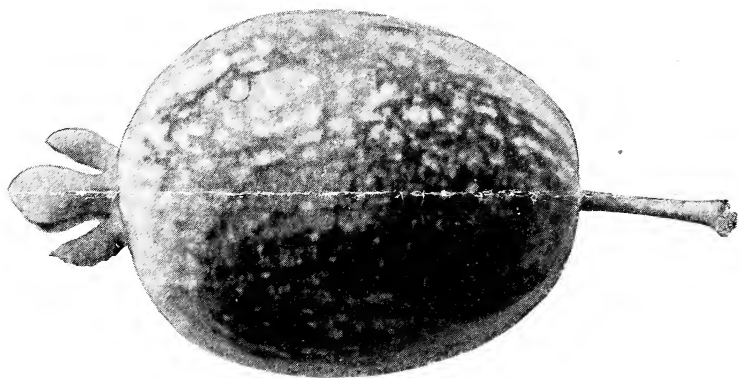


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F. O. POPENOE, President and Manager
T. U. BARBER, Secretary and Treasurer

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ALTADENA, CALIFORNIA

Telephone, Fair Oaks 1577, Pasadena Exchange



FEIJOA—NATURAL SIZE